

**MASSACHUSETTS DEPARTMENT OF FOOD & AGRICULTURE
150 YEARS OLD**

CALENDAR

MASSACHUSETTS PESTICIDE EXAM SCHEDULE

UMASS Eastern Extension Center—240 Beaver St., Waltham

MAY 10. Deadline for submitting application is **MAY 3.**

MAY 17. Deadline for submitting application is **MAY 10.**

Cape Cod Community College—Rte. 132, 2240 Ivanough Rd., Barnstable

MAY 21. Deadline for submitting application is **MAY 14.**

QUESTIONS CALL—617-626-1785.

BEEKEEPING WORKSHOP

Walpole, N.H.

MAY 11. CALL—603-756-9056

U.S. APPLE PRESIDENT LEAVING POST

By Chris Koger

Kraig Naasz, who helped the apple industry fight dumping of juice concentrate, secure federal assistance for growers and increase awareness of health benefits of apples, will become president of the Fertilizer Institute, Washington, D.C., on June 1.

Association vice president Jim Cranney will serve as interim president.

Naasz, who joined the apple association in June 1998, said his April 18 announcement leaves him with mixed emotions.

(Article excerpted from *THE PACKER*, April 22, 2002)

GOULD HILL SHIFTS TO PICK-YOUR-OWN

By Lorry Erickson

Ten years ago, New Hampshire apple grower Erick Leadbeater realized his orchard was the wrong size. "I figured I either had to double in size or I had to be one-third of my size; the first for the critical mass and the second so I could do it mostly myself," he told apple producers at the Minnesota Apple Growers Association's Education and Trade Show in January.

Deciding to concentrate on retail sales, Leadbeater scaled back his operation—Gould Hill Orchards in Contoocook, N.H.—from 128 acres of trees to just 40 acres.

"The wholesale market is a tough nut to crack and I think it's going to get harder. Because of that most of the growers—in our state at least—are looking hard at other things," he said.

Since deciding to downsize their operation, the Leadbeater family has concentrated on pick-your-own and retail sales at their orchard.

Having a pick-your-own operation can be very time consuming, Leadbeater said. "If you get into it, you are committed to doing good public relations. And that takes time when you don't want to spend that time," he said.

If a grower decides to add a pick-your-own operation, Leadbeater suggests doing so slowly. "Depending on your population base, you can get overwhelmed (by the number of customers), he said.

Gould Hill Orchards is about one hour from the greater Boston area, which has a population of one million people. In the fall, half of the vehicles in Leadbeater's PYO parking lot—which holds around 200 cars, have out-of-state license plates.

For his PYO operation, Leadbeater opens his best orchard blocks for picking. "I give them my best apples. I open a block for a weekend and let people run rampant. That's kind of scary," he said.

When setting prices for PYO apples, Leadbeater takes into consideration the amount of fruit knocked off and number of fruit spurs that are pulled off by PYO customers.

Initially, the Leadbeaters charged by the pound for PYO apples, but found that slowed the checkout lines. They now sell PYO apples on a per volume basis.

They also offer a special deal: for every four bags (any size) of apples customers pick, they can pick a fifth bag of the same size for free.

They buying habits of the Leadbeaters' PYO customers have changed over the years. "They used to come because it was a good deal and they'd pick two bushels and go home and make pies and sauce. Now it's more of a family fun outing and they don't pick as much," he said.

The Leadbeaters grow 87 varieties of apples, half of which are old-fashioned varieties. In the area of the Leadbeaters' sales room known as "the back wall," customers can mix-and-match a bag of apples from among the old-time varieties grown at the orchard.

"They're not pretty apples, but you can go back there and sample one of each," Leadbeater said. "Then they come back looking for more of the ones they really liked and of course by then we're out of them, and so then they buy some different ones."

The Leadbeaters offer tours of their orchard, charging a minimum of \$25 per group. Former schoolteachers are hired to conduct the one-hour tours.

Children and adults participating in the tours get to pick an apple, press apples for cider and stand on a packinghouse scale with a 1,000-pound dial.

At Gould Hill Orchards, an area of the orchard that is handicapped accessible is reserved for tour groups.

"You'd be surprised at how emotional people in wheelchairs get about being able to roll up to a tree and pick one apple," Leadbeater said.

"I would be wary of offering wagon rides. But if you do it, do it well. Don't just send some kid out there driving a tractor with loose bales of hay, because someone is going to get hurt. And some orchards end up with people not wanting to pick at all. They're just there for the wagon ride," he said.

Leadbeater also has concerns about having a "petting zoo" at an apple orchard due to the possibility of an E. coli outbreak as a result of children and others petting the animals.

The Leadbeaters have held a Blossom Festival at their orchard, allowing visitors to drive—when road conditions are good—through their orchard.

Other promotional efforts Leadbeater suggested included providing baskets of apples—along with brochures—to area hotels and convention centers. "It's amazing how much free advertising you can get by doing that," he said.

Although Leadbeater was not thinking of publicity when he made the offer, Gould Hill Orchards made the front page of their local newspaper when the family donated 3,000 pounds of apples to the local food bank.

The Leadbeater family has owned Gould Hill Orchards since 1939, but the farm has been in existence for more than 200 years. Originally owned by the Gould family, the farm dates back to 1760.

For more information about Gould Hill Orchards, visit their Web site at www.gouldhill.com.

(Article from *THE FRUIT GROWERS NEWS*, April 2002)

APPLE SHIPMENT TRACKING

Source: USDA

Amounts are shown in units of 10,000 pounds

Season Begins	04/07/02- 04/13/02	03/31/02- 04/06/02	04/08/01- 04/14/01	Total this season 04/13/02	Total last season 04/14/01
SEPTEMBER	9,167	10,361	11,800	304,985	353,411

MID-WEEK F.O.B. PRICES AT MASSACHUSETTS COUNTRY SHIPPING POINT

Prices and grades received by telephone, APRIL 30, 2002

Controlled Atmosphere

VARIETY	GRADE	SIZE	PRICE
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McINTOSH	Cartons Cell Pack U.S. Extra Fancy	80s	19.00
		96s	18.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	12.50
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	14.00
EMPIRE	Cartons Cell Pack U.S. Extra Fancy	80s	18.00
		96s	17.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	11.50
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	13.00
RED DELICIOUS	Cartons Tray Pack U.S. Extra Fancy	80s & 88s	13.50
	Cartons Film Bags U.S. Fancy	12-3s 2-1/2" min	11.00
	Cartons Tote Bags U.S. Fancy	8-5s 2-1/2" min	13.00

FEDERAL MARKET NEWS SERVICE, EVERETT, MASS.

APRIL 29, 2002

Controlled Atmosphere

NEW ENGLAND			
McINTOSH	Cartons Cell Pack U.S. Extra Fancy	80s & 96s	18.00
		100s	20.00-21.50
		120s	15.00
	Cartons Cell Pack U.S. Fancy	80s & 96s	11.00-12.00
	Cartons Cell Pack U.S. No. 1	80s	12.00
		100s	9.00- 9.50
		120s	10.00-11.00
		140s	9.00-10.00
	Cartons Film Bags U.S. No. 1	12-3s 2-1/4" min	10.00-11.00
CORTLAND	Cartons Cell Pack U.S. No. 1	72s	15.00
		80s	12.00-15.00 mostly 15.00
	Cartons Film Bags U.S. Fancy	12-3s 2-1/4" min	15.00-16.00
GOLDEN DELICIOUS	Cartons Cell Pack U.S. Extra Fancy	80s & 88s	20.00
ROME	Cartons Cell Pack U.S. Extra Fancy	64s	20.00
	Cartons Film Bags U.S. No. 1	12-3s 2-1/2" min	12.00
SHIPPED IN			
McINTOSH	NY Hudson Valley Ctns CelPk U.S. ExFcy	80s & 100s	19.00-21.00 mostly 20.00
	Lake Champlain Ctns CelPk U.S. ExFcy	80s	24.00
		100s	23.00
	NY Hudson Valley Ctns CelPk U.S. No. 1	80s	11.00
		100s	10.00
		120s	9.50
	NY Hudson Valley Ctns FlmBg U.S. ExFcy	12-3s 2-1/4" min	10.00
EMPIRE	NY Hudson Valley Ctns CelPk U.S. ExFcy	88s	16.00
		100s	15.00
	NY Hudson Valley Ctns FlmBg U.S. ExFcy	12-3s 2-1/2" min	9.00
		12-3s 2-1/4" min	9.00
RED DELICIOUS	NY Hudson Valley Ctns TryPk U.S. ExFcy	80s	15.00
		88s	14.00
	Western Section Ctns TryPk U.S. ExFcy	80s	16.00
		88s	15.00
		100s	13.50
	WA Cartons Tray PackI WAExFcy	64s	16.00-17.00 fine appear. 19.00-21.00 mostly 20.00

		72s, 80s, 88s	16.00-17.00 fine appear. 19.00-21.00 mostly 20.00-21.00
		100s	16.00-17.00 fine appear. 18.00-20.00
		113s	16.00-17.00
		125s	15.00-18.00 mostly 16.00-18.00
GOLDEN DELICIOUS	WA Cartons Tray Pack WAExFcy	64s	25.00-27.00
		72s	25.00-27.00 mostly 26.00
		80s	23.00-24.00 mostly 24.00
		88s	24.00-24.50
		100s	22.00
		113s & 125s	18.00
	WA Cartons Cell Pack WAExFcy	80s	26.00-27.50
		96s	24.00-25.50
ROME	NY Hudson Valley Ctns CelPk U.S. ExFcy	80s	15.00
	NY Hudson Valley Ctns FlmBg U.S. ExFcy	12-3 2-1/2" min	9.00-10.00
RED ROME	PA Cartons Cell Psack U.S. ExFcy	80s	15.00
CRISPIN	NY Hudson Valley Ctns CelPk U.S. ExFcy	56s	15.00
		72s	16.00
		80s	15.00
ROYAL GALA	WA Cartons Tray Pack WAExFcy	88s	28.00
FUJI	PA Cartons Tray Pack U.S. ExFcy	100s	19.00
	WA Cartons Tray Pack WAExFcy	56s	22.00-24.00
		64s & 80s	23.00-25.00
		88s	22.00-25.00 mostly 24.00
		100s	21.00-22.00
	Western Section Ctns FlmBg U.S. ExFcy	12-3s 2-1/2" min	13.00
JONAGOLD	WA Cartons Tray Pack WAExFcy	80s	22.00
CAMEO	WA Cartons Tray Pack WAExFcy	72s	24.00-25.00
		80s	22.00-24.00
		88s	24.00-24.50
BRAEBURN	WA Cartons Tray Pack WAExFcy	80s	24.00
		88s	24.50
PINK LADY	WA Cartons Tray pack WAExFcy	80s	34.00
GRANNY SMITH	WA Cartons Tray Pack WAExFcy	64s & 72s	26.00-28.00 mostly 27.00
		80s	24.00-27.00 mostly 25.00-26.00
		88s	23.00-25.00 mostly 23.00-24.00
		100s	19.00-21.00 mostly 20.00
		113s	18.00-19.00
		125s	17.50-18.00
	WA Cartons Tray Pack WAExFcy	12-3s 2-1/2" min	16.00-17.50
CIDER	New England Preserved Cartons	4-1 gallon bottles	9.00- 9.40 mostly 9.00
		9 ½-gallon bottles	10.00 best 11.25
Howard Vinton, Editor			

